

Eisenhower Unit Urges Bigger Propaganda Effort by U.S. Supporting Kennedy View

By a WALL STREET JOURNAL Staff Reporter

WASHINGTON—A special committee of Eisenhower Administration officials and private citizens recommended a substantial step-up in U.S. propaganda activities abroad. Their proposals will give the Kennedy Administration new ammunition to use against Congressional foes of America's propaganda efforts.

In a report to President Eisenhower made public by the White House, the nine-member President's Committee on Information Activities Abroad said the "scale of the total U.S. information effort will have to be progressively expanded for some time to come." It added: "If this requires greater sacrifices by the American people, we believe that they should be enjoined to make them."

The group urged a "drastic and prompt upward revision of . . . information activities" in Africa. It recommended greater efforts in Latin America and increases in most existing informational, cultural and educational programs. And it suggested some schemes of its own.

Though the study comes in the dying days of the Eisenhower Administration, it is not likely to be tossed aside by the Kennedy regime.

Eisenhower Backs Report

The President-elect, in his campaign for election, plugged hard for a bigger U.S. propaganda effort. Officials of the incoming Administration privately welcomed the report and the support it got from Mr. Eisenhower in an accompanying letter to committee chairman Mansfield D. Sprague, former Assistant Secretary of Defense.

The President said he was having the study placed in the permanent records of the Government "readily available for future use." "I am in full and instant accord" with "results of the report and many of its conclusions and recommendations," he said.

The committee's wide-ranging, 19-page report included an exhortation to U.S. businessmen overseas to launch more community relations programs. It also called on American colleges and schools to "encourage development of greater skills in the athletic events in which the U.S. is getting beaten by those

communist competition.

But the key proposals were these:

Expanded exchange programs, particularly those bringing African students to the U.S.

A broader training program to teach U.S. officials the importance of propaganda in policy-making, including setting up a National Security Institute under the National Security Council to provide training.

Wider efforts to talk up U.S. scientific prowess to offset Soviet gains from the Sputnik success.

More Education Spending

A "substantial" increase in spending for U.S. aid to education abroad, especially in underdeveloped lands, with the U.S. helping build model schools, libraries and laboratories, and sponsoring instruction in the English language.

Greater consideration of the "psychological and informational" impact of U.S. actions or policies in such fields as defense and economic aid.

The group included Central Intelligence agency chief Allen Dulles; George Allen, head of the U.S. Information Agency; the President's special foreign policy assistant, Gordon Gray; Assistant Defense Secretary John Irwin; C. D. Jackson, publisher of Life Magazine; Philip D. Reed, former chairman of the board of General Electric Co.; Under Secretary of State for Political Affairs Livingston Merchant, and Karl G. Harry, assistant to Mr. Gray.

Though Mr. Kennedy has not made known his views on propaganda policy in detail, officials in a position to know say the Sprague report matches the President-elect's thinking closely in many of its important proposals. The new Administration when it takes additional propaganda funds from Congress, can be counted on to exploit the fact that the Sprague group was the product of the Eisenhower Administration.

There are strong pockets of opposition in Congress, to the Information Agency, Rep. Anthony (D., N.Y.) is one who is counted on to oppose any large expansion of U.S. information activities. A group of Republicans also are skeptical about the program on grounds of effectiveness and expense.